



e-Newsletter February 2010

Dear Customers

In a world where wines taste increasingly alike, wines such as Madiran that dare to be different lift the soul. They are also extra-ordinary food matching wines. Furthermore the exceptionally high concentrations of procyanidin antioxidants have powerful cardiovascular health protecting qualities according to Prof Corder's research.

See **Prof Corder** [present the research](#) on heart health

See a video on [tasting Malbec from Cahors](#)

Hear **Rob Lauder** [interviewed on Radio NZ](#) by Chris Laidlaw

BIG 20% SAVING on these selections



\$156.00 (incl GST)

6 pack of reds. 3 appellations and 3 grape varieties from SW France

20% SAVING

The best of southwest France - Madiran, Cahors, Fronton

All healthy heart rated, but if that's not important to you then enjoy them for the quality wines that they are.

[Click for details](#) and to BUY

Note the excellent awards for these wines.

Both premium and "tradition" class reds from 3 winemakers in 3 SW France appellations. All top quality AOC. An exploration of quality red styles and grape varieties (Tannat, Malbec, Negrette and others). It's well worth the experience. From the most respected winemakers in southwest France.

Its mid-summer so **try this very popular whites and rose pack**



\$126.00 (incl GST)

Showcase 6 pack of quality white and rosé styles from SW France

20% Saving

Showcase of 4 whites, a rosé and a sensational low-alcohol sparkling rosé.

An exploration of grape varieties and wine styles rarely seen in NZ. Its well worth the experience. All are excellent examples of their styles from most respected winemakers in southwest France.

[Click for details](#) and to BUY

Prices are GST inclusive

Click for [SPECIALS](#) page.

ON SALE

Flambant

[fruity French red bubbles](#)

Sensational, low alcohol, sparkling rosé.

A HUGELY POPULAR favourite with the ladies. Sensational cold summer refreshment.

It's a little sweet (no added sugar) with a little savoury to add roundness to the prominent fruit flavours.

Intense aromas of ripe berry fruits (strawberry, raspberry, redcurrant, blackberry). The mouth, fine bubbles and ripe fruits with the mix of sweet and savoury adding roundness. 85% Negrette and 15% Syrah.

\$19.50 GST incl

save \$4.00



[Click here](#)

10% Discount Program

With Lifestylewines there is NO JOINING FEE and NO TIME LIMITS for our discount plan.

Join our regular purchaser program and receive 10% discount on every delivery.

Health News

Dark Chocolate helps protect against Strikes

Do you know dark chocolate (the darker the better) and our French SW red wines have very high levels of the same heart health protecting antioxidant, Procyanidin.

Researchers at McMaster University in Ontario, Canada, examined the results of a study with more than 44,000 participants and found that **people who consumed around 2 ounces of chocolate per week were 22 percent less likely to have a stroke than people who ate no chocolate.** Another study of more than 1,000 people found that those who ate similar amounts weekly were 46 percent less likely to suffer a stroke. The researchers believe the presence of certain antioxidant chemicals, called flavonols (or flavonoids), are significant in the results. Procyanidin is a flavonol.

Take note -

High blood pressure is a major cause of strokes. **One in five New Zealanders has high blood pressure, and a third of these don't know it.** Reducing your blood pressure can greatly reduce stroke risk. **50% of strokes are caused by high blood pressure.**

BLOG - see our blog and contribute.

We really appreciate your comments on health, wine appreciation and our service.



If you only receive a plain text version of this newsletter then [click here](#) for to see the e-newsletters archive

If you have not experienced our [exceptionally HEART HEALTHY French red wines](#) before then now is the time. Our customer's testimonials support the research - LOWER BLOOD PRESSURE.

Live Better ... Live Longer

Jump to www.lifestylewines.co.nz for the

WORLDS MOST POTENT WINES THAT PROTECT AGAINST HEART DISEASE

Wise Woman



Jeanne Louise Calment - 21 February 1875 – 4 August 1997, had the longest ever confirmed life span in history when she **died at age 122 years 164 days.** Pictured here at age 60.

Further to the Health News chocolate article above, Jeanne attributed her longevity and relatively youthful appearance for her age to olive oil, dark chocolate and port wine. She poured olive oil on all her food and **ate about one kilo of dark chocolate every week.**

Another interesting point is that laws in France allow a citizen to sell their property but for the purchaser not to take possession until the occupier dies. Jeanne sold her house and outlived the purchasers so they never got to took possession of their house.

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To receive membership loyalty discounts you must logon before selecting items.



Jeanne lived in Arles, France, for her entire life, outliving both her daughter and grandson. She became well-known from the age of 113, when the centenary of Vincent van Gogh's visit brought reporters to Arles, as she was the last person living to have met the artist. At 100, she was still riding a bicycle. She smoked until the age of 117, only five years before her death, although according to one source she smoked no more than two cigarettes per day.

The Final Word

As I started this newsletter - our reds are different and lift the soul. But Cahors and Malbec is familiar to many and these are worth trying. So cheers - please enjoy our wines and we would love your contribution to our blog.

We have styles for all tastes and all are carefully selected from the best winemakers in south west France. We have a money back policy on any unopened wines if they don't suit you for any reason. Please also note our heart healthy reds are **tremendous food wines that will elevate your food and wine taste experiences.**

The archive of our e-Newsletters can be found on the [NEWS](#) page of the website. If you have any questions Dr Erica we are here to serve you.

Rob and Dr Erica Lauder and team.

www.lifestylewines.co.nz

Toasting your health

Ph: 09 4452945 or send an email reply to this e-newsletter

Go directly to the heart healthy red wines by [> clicking here](#)



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